

**SYSTEM AND METHOD FOR OFFERING A FINANCIAL PRODUCT**

5   **CROSS-REFERENCE TO RELATED APPLICATIONS**

        This application is based on and claims priority to U.S. Provisional Patent Application No. 60/262,960, filed January 19, 2001, and of the same title, the entire disclosure of which is hereby incorporated by reference.

10   **FIELD OF THE INVENTION**

        The present invention relates to systems and methods for marketing financial products and services and more particularly to a system and method for determining, in real-time, whether a customer qualifies for an offer of a financial product.

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**BACKGROUND OF THE INVENTION**

        Direct mail remains the primary marketing channel for providers of consumer related services such as credit card issuers, mortgage providers, insurance companies, auto financing companies, and retail and private banking institutions. Although the present discussion will focus primarily on the issuers of credit cards, the present invention is applicable to any of the above industries without limitation.

        The goal of direct mail marketing is to identify and contact potential customers and to present those customers with offers which will hopefully turn them from potential into actual customers. For the credit card industry alone, it is estimated that credit card solicitations for year ending 1997 reached an annual rate of 3.5 billion offers per year. This represented an increase of approximately 29% over the number of solicitations made in 1996. Unfortunately, the net response rates

across the industry have declined by 26% over the past two years and the average cost per booked account has increased by 45% over the same period. These last two facts highlight the need for new methods and systems for offering these financial products.

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A prior art process for generating a direct mailing is depicted in Figure 1. As seen in this Figure, the process is a linear one, in which a subsequent processing step cannot begin (or at least complete) until the prior processing step has been completed. In step 100 of the prior art process, the concept for the direct mailing is developed. This step 100 could include, for example, identifying new products (e.g., a new interest rate credit card) for marketing to potential customers. The next step in the process is gathering data regarding the potential consumers to be targeted by the direct mailing. In regard to credit card marketing, the single largest source of data with respect to potential customers is from one or more Credit Bureaus. Presently there are three Credit Bureaus in the United States, Transunion, Experian and Equifax, from which data on consumers can be purchased. Other sources of data include demographic data from, for example, magazine subscription companies, mortgage companies or catalog companies. Once the data on potential customers had been gathered in step 105, it is "cleaned" in step 110. Such "cleaning" includes eliminating duplicate data and eliminating incomplete data.

Step 115, entitled Relationship ID, entails identifying and/or establishing relationships between the records in the database. For example, this step 115 could include identifying households with one or more consumers. Once the database has been gathered, cleaned-up and the proper relationships have been identified, Analysis and Campaign Design occurs in steps 120 and 125 respectively. The analysis of the raw data and the objectives of the goals of the direct mail campaign leads to the actual design of the campaign. The actual design will typically be in a tree type structure which starts off with broad categories, such as which credit card products

to promote. The next level in the design tree might be the different types of terms available on each of the credit cards. A final level in the tree, the "leaves", might be the color of the actual envelope which is to be sent to certain groups of potential consumers. The leaves of the design tree are also sometimes called the market cell.

- 5 The targeted consumers in the market cell have some common core of attributes (e.g., income and geographic location) in common which allow them to be grouped together for specific marketing (i.e., targeting).

- 10 Once the design of the campaign has been completed in step 125, it is executed and output in steps 130 and 135. Execution in step 130 involves the physical compilation and assembly of all of the materials to be included in the offers to the potential consumers. Output in step 135, as implied, involves the actual mailing of the marketing materials. Once the campaign is in progress, an extremely important step 140 is the reporting and tracking of the progress of the campaign.
- 15 Essentially, this step 140 involves tracking which consumers responded positively to the direct mailing.

- 20 The reporting and tracking of the campaign typically takes place over a number of months because the direct mailings typically include an expiration date, after which the offer is no longer valid. Of the consumers which have responded positively to the direct mailing, there is still a further step in the process. Due to the time between developing the campaign and the receipt of a positive response thereto, the positive response could have been received anywhere between one to three months, or possibly even six months, after the original data from the Credit Bureau
- 25 was checked. Because of this time lag, a consumer who has indicated interest in accepting the offer detailed in the direct mailing will have his/her credit information rechecked with the Credit Bureau data at step 145 to determine if that particular consumer's financial situation has changed between the time of the previous data check. This involves obtaining data for that particular consumer from the Credit

Bureau again, and re-verifying that data to make sure the consumer has not, for example, declared bankruptcy within the time period between the last review of the Credit Bureau data and the acceptance of the mailed offer. This step ensures that the offeror of the direct mailing will not extend credit to higher risk prospects.

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Although the process depicted in Figure 1 has worked for years, its biggest drawback is the back-end process of rechecking the credit data of the consumers who have positively responded to the direct mailings. Also, the prior art process, because of the time constraints and volumes of data involved, does not easily lend itself to personalized offers made specifically for a particular consumer based on their data, but rather only facilitates general offerings to groups of individuals with similar financial/demographic data. Further, because of the time required to gather, clean and index (relationship ID) the raw data, and the additional time required to execute and output the campaign, approximately only four days are available to complete the most important aspects of the process, the analysis and design steps.

Another system for pre-screening a customer for a proprietary credit card (i.e., a department store credit card) has been developed and implemented by Equifax. This system operates within the department store when a customer writes a check towards the purchase of store items. During the check verification process, the check writer is asked for their driver's license number during the normal check approval process. While the check is being authorized, the pre-screening system, relying upon parameters programmed into the system by the department store, pre-screens the customer for the proprietary card, discerning whether the check writer already has the proprietary card, has been offered one recently, and qualifies for a proprietary card. If the check writer qualifies and has not already been offered a card, the system prompts the sales person to suggest one to the check writer. If the check writer chooses to accept the proprietary card, they are given a temporary card and are free to charge purchases onto the that card.

There are, however, certain drawbacks and disadvantages to this system. First, since the system relies upon the customer to first write a check towards the purchase of an item, this system is only usable within the store itself and not in an electronic, or on-line, environment. Also, because a check must first be written, the customer will typically not destroy the check in favor of purchasing the item(s) for which the check was written on the temporary credit card. This is a major drawback to this system because the issuer of the credit card (here the department store) will lose the revenue which could have been generated from the items purchased by check. Accordingly, there still remains the need to screen customers in an electronic environment to determine if they qualify for the offer of a financial product(s) and that this financial product be immediately usable by the customer.

#### **SUMMARY OF THE INVENTION**

The present invention solves the problems of the prior art systems and methods by offering a financial product to a customer in real-time while the customer is conducting a transaction, e.g., making a purchase, an account inquiry or browsing an Internet web site. Accordingly, in response to received identification information regarding the customer over a network, the present system and method retrieves data related to the identification information, determines if the customer is qualified to receive an offer of the financial product in response to the retrieved data, and then offers the financial product to the customer if the customer qualifies. This entire process is performed in parallel to the customer conducting a transaction in real-time over a network, thereby eliminating the back-end process required to re-check the customer's credit data before approving the offer. Preferably, the present system offers the financial product to the customer while they are conducting a transaction on-line or via telephone, i.e., in real-time over a network.

In the preferred embodiment, the financial product is offered to the customer while they are conducting a transaction with a web site. In this instance, the identification information is forwarded to a financial institution which then retrieves data related to the identification information and determines if the customer qualifies  
5 for an offer based on the retrieved data. If the customer qualifies, that information is relayed to the web site, which thereafter presents the offer to the customer.

The retrieval of data related to the identification information by the financial institution is conducted via a real-time link between the financial institution and a  
10 Credit Bureau and/or other internal or external financial institution databases. With this real-time link, the financial institution has immediate access to the most current data available for the customer recognized by the identification information received. This immediate access to the most current data eliminates the back-end process required to re-check the customer's credit data before approving the offer, because  
15 the offer is made in real-time and the credit information of the customer is unlikely to change within this relatively short time period.

The financial product offered may include at least one of a credit card, an overdraft product, a mortgage, a mortgage refinancing, an auto loan, a student loan,  
20 a personal loan, insurance, a home equity loan, a credit line extension, margin lending products for the purchase of stocks, bonds, etc., or one or more financial product packages which may contain at least one of a credit card, an overdraft product, a mortgage, a mortgage refinancing, a tax grievance, an auto loan, a student loan, a personal loan, insurance, a home equity loan, a credit line extension or margin  
25 lending products for the purchase of stocks, bonds, etc.,.

Because the present invention determines whether a customer qualifies for an offer in real-time, the back-end process required to re-check the customer's credit data before approving the offer is eliminated.

Also, the present system and method, because of its real-time qualification analysis, enables the immediate use of the financial product offered to the customer if the customer decides to accept the offer.

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### **BRIEF DESCRIPTION OF THE DRAWINGS**

For the purpose of illustrating the invention, there is shown in the drawings a form which is presently preferred, it being understood, however, that the invention is not limited to the precise arrangement and instrumentality shown, wherein:

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Figure 1 illustrates the prior art linear direct mail processing;

Figure 2 is a high level block diagram of the overall system of the present invention; and

Figure 3 depicts a high level flow diagram illustrating the preferred method of the present invention.

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### **DETAILED DESCRIPTION OF THE INVENTION**

The present invention will now be described with reference to a system and method of offering a credit card to a customer. It should be noted, however, that the present invention is not limited to the offer of a credit card, and that other financial products, such as an overdraft product, a mortgage, a mortgage refinancing, an auto loan, a student loan, a personal loan, insurance, a home equity loan, a credit line extension, margin lending products for the purchase of stocks, bonds, etc., a business loan, a business credit card, a benefits package, an escrow account or a payroll account can be offered with the present system and method. Also, the customer to whom the offer is made can be an individual or a business.

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In the preferred embodiment, as shown in Figure 2, the customer first logs onto the Internet 200 and accesses a web site to conduct a transaction, typically the purchase of an item, or simply to browse the web site content. Preferably, the web

site is a financial institution web site 215, wherein the customer may be interested in specific financial products or services, a merchant web site 210, wherein the customer may be interested in the purchase of specific products or services, or any other web site 220 which offers products or services.

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With any type of web site, the customer, when purchasing a desired product or service, enters certain identifying information specific to that customer. This identifying information may include any information that personally identifies the customer, such as, for example, their name, address, social security number, a credit  
10 card number, an account identification number and/or password or any combination thereof. Additionally, if the customer is simply browsing the web site content, the present system may utilize a “cookie” or any other similar computer identification tag as the identification information with which to identify the customer.

15 As is commonplace with use of the Internet 200, the identification information will typically be entered and forwarded to the accessed web site 210, 215 or 220 through an interface in the customer’s computer 205 which is linked to the Internet 200, which, in turn, is linked to an interface for the web site 210, 215 or 220.

The interface may be any interface used to access the Internet, such as a cable  
20 modem, DSL, T1, T2, telephone line, or any similar network communications link.

Figure 3 shows the preferred embodiment of the present invention. As shown in the flowchart, the customer first accesses the merchant web site at step 300. When the customer desires to purchase any product or service from the merchant web site,  
25 the merchant web site gathers the identification information of the customer at step 305. The identification information is typically received when the customer enters the information into the appropriate locations on an electronic order form of the merchant web site. This information may include the customer’s name, address, phone number, e-mail address, credit card number, or an account identification



number and/or password specific to the merchant web site. Also, as stated above, if the customer is simply browsing the content of the web site, the merchant web site may identify the customer by a "cookie" or other similar computer identification tag.

5           In response to the received identification information, the entity maintaining the web site (i.e., a merchant), then, in real-time (i.e., when the customer is conducting the transaction over the network), forwards the identification information to the entity which is to determine if the customer qualifies for the offer of a financial product at step 310. Typically, the entity which determines the qualifications of the  
10   customer will be a financial institution 215, such as a bank, credit union, savings and loan organization, or the like. It is contemplated that the merchant web site may be connected to the entity which determines the qualifications of the customer via a dedicated network connection or a dial-up network connection.

15           In an alternate embodiment, the present invention, however, can eliminate the use of a merchant web site if the customer directly accesses the web site of a financial institution 215. In this instance, the financial institution will directly receive the relevant identification information from the customer over the network.

20           With either situation, after the financial institution 215 receives the customer's identification information over the network connection, it retrieves data at step 315 which is related to the identification information of the customer from a database 250 (Figure 2). This retrieval of data related to the identification information occurs in real-time while the customer is conducting the transaction, e.g.,  
25   buying products on the merchant web site 210. In other words, the retrieval of data by the financial institution 215 occurs in parallel to the transaction being conducted by the customer, such that the retrieval of data is seamless and not customer interactive.

Typically, the database 250 will be maintained and compiled by an external source, such as one or more Credit Bureaus. Presently there are three Credit Bureaus in the United States, Transunion, Experian and Equifax, from which data on consumers can be purchased. The financial institution 215 accesses the database 250 in real-time by a suitable communications link, wherein the data contained therein is queried and retrieved based on the customer's identification information. The querying and retrieval of the data based on the customer's identification information will typically be accomplished by sending a request to the Credit Bureau with the required criteria to be applied to the data so that the Credit Bureau can query their database and return the results back to the financial institution. These results will typically be in the form of a FICO score. However, it is also contemplated that the financial institution can have direct access to the Credit Bureau database to perform their own query of the data contained therein.

It is also contemplated, however, that additional internal databases, such as that shown at 260 in Figure 2, which are operated by the financial institution 215 may be used in the qualification process. Additionally, the data retrieved as a result of the received identification information can come from a combination of internal and external databases, such as those indicated at 250, 260 and 270 in Figure 2, so that data other than credit related data can be utilized to determine if the customer qualifies for the offer of a financial product(s).

The data in an external Credit Bureau database 250 typically falls into categories which reflect the credit history/rating of a particular person/business and includes different attributes relating to each customer (such as, for example, scores, delinquency, credit activity, credit line, credit history, and non-bankcard information), data used to eliminate or specially tag certain records from the database for one reason or another (such as, for example, records reflecting people who have recently died or those who have indicated that they do not wish to be contacted for

any promotional purposes (Do Not Solicit/Pander) and other negative information such as entities which are suspected of fraud or have other such derogatory information). Table 1 contains a sample of some of the data contained in the database 250.

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Table 1

SUB-CATEGORY	DATA ELEMENT
SCORES	Response Score
	FICO II PreScore
	Valuation Score
	Score
	Bureau Level
	Sub Bureau Level
	Classic Qualification
	Response Score
	Segmentation Scheme
	Risk Score
	Bankcard Revenue Score
DELINQUENCY	# of 12+ Days>24 Months (Level F)
	# of 30 Days>6 Months (Level A)
	# of 30+ Days in 12 Months
	# of 60 Days>24 Months (Level A)
	# of 60 Days>6 and <=24 Months (Level B)
	# of 90 Days>24 Months (Level B)
	# of 90+ Days in 24 Months
	# of Charge-offs (Level A)
	# of Collection Inquires (Level A)
	# of Collection Items
	# of Current 30 Days<=6 Months (Level A)

Table 1 - Continued

SUB-CATEGORY	DATA ELEMENT
DELINQUENCY CON'T	# of Hist. 60 DPD>12 Months (Level A)
	# of Hist. 60 DPD>24 Months (Level A)
	# of Installment 30+ Days in 6 Months
	# of Liens, Judgments, Garnishments (Level F)
	Months Since Most Recent Delq on Bank Revolving Trade
	Number of 30 DPD<=12 Months
	Times 30 DPD on Revolving Trades Last 7-12 Months
	Times 60 DPD on Retail Revolving Trades Last 2-6 Months
	Worst Revolving Trade Delq. Reported Last 2-6 Months
	Bankruptcy Info (#, Dates and amounts)
	Public Record Attributes (#, Dates and amounts)
CREDIT ACTIVITY	# of Active Bankcards
	# of New Bankcards Opened <=6 Months
	# of Open Joint Trades Lines
	# of Open Revolving Trades
	# of Open Trade Lines Updated <=12 Months
	# of Satisfactory Installment Trades Reptd Last 12 Months
	# of Trades Opened in 6 Months
	# of Updated in 3 Months with a Balance
	# of Updated in 6 Mos. Open 6 Mos. With a Bal.
	Average Balance - Active Bankcards
	Maximum Balance - Revolving Trades
	Most Recent Open Date Bankcards (Mos. from Run Date)
	Number of Revolving Trades Paid Out Last 12 Months
	Number of Satisfactory Trades Rptd Last 12 Mos.
	Total # of Bankcard Lines
	Total Balance - All Open Trades
	Total Balances - All Lines (excl. Mortgages)

Table 1 – Continued

SUB-CATEGORY	DATA ELEMENT
CREDIT ACTIVITY CON'T	Total Balances – Bankcards
	Total Balances on all Revolving Trades
	Total Open to Buy Bankcards
	Total Open Trades
	Total Revolving Debt
	# of SAT Bank/Savings or National Trades
CREDIT LINE	# of Bank/S&L w/Credit Line>\$5,000
	Highest Bankcard Line
	Highest High Credit Line – Bank/S&L Revolving<\$15,000
	Highest High Credit Line – Bank/S&L Revolving
	Total Util on Revolving Trades Rptd Last 24 Mos.
	Total Util on Rev & Retail Trades Rptd Last 12 Months
	Utilization on Bank/S&L Trades
	Utilization on Open Trades
	Utilization on Revolving Trades in 12 Months
	Utilization on Revolving Trades in 24 Months
	Total Credit Limit – All Lines
	Total Credit Line – Retail Revolving
	Total Credit Limit – Revolving Lines
	Total Credit line – Bank/S&L Revolving
CREDIT HISTORY	# of SAT 6 Months or Older
	Age of Oldest Revolving Trade
	Age of Oldest Trade (match Level B criteria topic)
	Age of Newest Revolving Trade
	Earliest Open Date Bankcards (Months from Run Date)
	Total Months on File
NON-BANKCARD	Number of Oil Company Cards
	Number of Personal Finance Company Trades

Table 1 – Continued

SUB-CATEGORY	DATA ELEMENT
ACCOUNTS	Number of Retail Trades
	# of Mortgage Trades
	Dates of Latest Mortgage Trade
	# of Auto Loans
	Total Retail Cards
INQUIRIES	# of Non Promotional Inquiries
	# of Non-Promo Inquiries<=6 Months w/o Auto
	# of Non-Promo Inquiries<=6 Months
	Number of Non-Promo Inquiries in Last 6 Mos.
	Number of Non-Promo Inquiries Last 13-24 Months
	Solo, Smart, Ace
CREDIT LINE	Highest High Credit Line - Bank/S&L Revolving<\$15,000
CREDIT HISTORY	Average months on file for all trades
OTHER	Date of CB Database Extract

The second broad type of data contained in either the same external database 250, a different external database 270 and/or an internal database 260 is Other Data and consists of files containing Demographic Data, List Data and Partner Data, to name a few.

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The Demographic Data may be obtained from a number of commercial providers of such data such as Donnelley, Polk or Metromail. Major subcategories of Demographic Data include address information, home ownership, income, household makeup, phone numbers, automobile information, cluster codes, and lifestyle information. Table 2 contains a sample of the types of Demographic Data which may be retrieved. In general, demographic data is life event oriented in nature, e.g., purchase of a new home.

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Table 2

SUBCATEGORY	DATA ELEMENT
RESIDENCE	Dwelling Unit Size
	Length of Residence
	Current Assessed Value
	Mortgage Amount
	Loan Type
	Loan to Value Ratio
	Single v. Multi Family Dwelling
	Median Home Value
INCOME	New Income Code
	Estimated Household Income
	Median Family Income
	Average Household Income
	Census Median Household Income
HOUSEHOLD MAKEUP	Presence of Children
	Marital Status
	Occupation Code
	Gender of Head of Household
	Adult Ages
	Number of Children
	Children Age Ranges
	Number of Adults
	Number of Persons
AUTOMOBILE	Number of Vehicles Owned
	Value of Vehicles Owned
	New Vehicle Purchaser
	Recreational Vehicle Ownership

Table 2 – Continued

SUBCATEGORY	DATA ELEMENT
LIFESTYLE	Credit Card Users
	Mail Order Buyers
	Mail Order Responders
	Education
	Median Years School Completed

The second category of Other Data is List Data. There are almost an unlimited number of sources of list type data available. The number and types of lists used by an organization employing the present invention will vary greatly depending on the goals of the organization. In a preferred embodiment of the present invention, credit card offering, the following broad categories of lists are used: retail vertical lists; ethnic vertical lists; lifestyle lists and summary information. The summary information includes the source of list and other data regarding the nature of the list. Table 3 contains a representative sampling of the types of lists which can be used in determining whether a customer receives an offer of a financial product.

Table 3

SUBCATEGORY	LIST
RETAIL VERTICAL LISTS	Bloomingdales® Credit Card Buy
	Chadwick's of Boston® Enh. Buy
	Hosiery Corp. of Amer.® Buy/Resp.



Table 3 -- Continued

SUBCATEGORY	LIST
RETAIL VERTICAL LISTS CON'T.	J. Crew® Enhanced Mail Order Buy
	NewBridge Book Club® Master
	Pace Entertainment®
	Lillian Vernon® Buyers
	Old Pueblo Traders Apparel®
	Warshawsky Whitney® Enhanced
LIFESTYLES LISTS	Leaving the Nest®
	Lifestyle Selector® - T & E
	Golf Magazine®
	Big Blue Collar® List
	Family Handyman Magazine®
	Field and Stream®
	Family Circle®
	Lifestyle Selector-Fish, Hunt,..
	Lifestyle Selector-Home Workshop
COMPILED LIST	First Time Credit Card Holder
	TotaList masterfile
	Behavior Bank
	Carol Wright® Catalog Buyers

A further category of Other Data is the Partner Data. Depending on the nature of the organization practicing the present invention, it is very possible that the organization will have business partners from which it may obtain additional information about the customer. For example, an issuer of a credit card will often have brand partners. The brand partners may provide the credit card issuer with information regarding its current employees and/or customers. This type of information would go into the Partner Data file.

A further broad category of data which may be used to determine if the customer qualifies for an offer of a financial product is Internal/Historical Data which may include Response History Data and Customer Data. The Response History Data contains data reflecting previous responses to offers of financial products to the customer. The Response History Data may be used to evaluate the effectiveness of particular financial products offered in order to assist in creating more effective financial products in the future. Further, the organization determining if the customer qualifies for the offer can determine from the Response History Data if a customer should not be offered any further financial products. For example, if a customer has been offered twelve products over the past year and has never positively responded, this customer is a likely candidate not to be offered any further similar offerings if they qualify.

The other type of Internal/Historical file is the Customer Data file. This file contains internally obtained or generated data related to customers who are already customers of the organization that will be making the offer (i.e., the financial institution or the merchant). Even though these customers are already customers, the are also prospective customers for other products or services offered by the organization. The type and amount of data contained in Customer Data Files will vary on the type of organization and the variety and number of different products and services offered by the organization. For example, if the organization only offers two types of products, very little data on the current customers are required. On the other hand if the organization has a large number of products and/or services in a wide variety of fields, retention of a greater amount data on current customers is justified.

A sample of the types of information used in the preferred embodiment by credit card providers of the Customer Data file includes: account number; current credit line; membership date; date of first usage; utilization; and balances. A subcategory of Customer Data could include tracking of customers obtained directly

as a result of the processes of the present invention. This long-term tracking of acquired accounts will assist in ensuring that the environment will fully support the optimization and execution of present invention.

5           It is further contemplated that additional data other than that mentioned above can be retrieved for purposes of determining if a customer qualifies for an offer, and for what type of offer the customer qualifies. These additional pieces of data may include the types of Internet sites the customer routinely accesses, the types of products the customer buys on the Internet, what form of payment the customer uses  
10   for purchases, etc. For example, if the customer routinely purchases airline tickets on the Internet, then this information may be useful in offering a credit card to the customer that includes accumulation of frequent flier miles in response to purchases.

          Once all the data is retrieved at step 315 of Figure 3, it is then analyzed, in  
15   real-time, to determine whether the individual qualifies for an offer of a financial product and for what type of product the individual qualifies at step 320. Whether or not the customer qualifies for the offer of a financial product will depend upon what type of products are available for offer. For example, if one of the products being offered requires that the customer have an income of \$30,000 or greater, and  
20   the customer does not, that customer will not qualify for the offer of that product.

          With this in mind it is contemplated that the real-time offer of the financial product may include not only a single offer for a credit card, but may include the offering of a combination of one or more of a credit card, an overdraft product, a  
25   mortgage, a mortgage refinancing, an auto loan, a student loan, a personal loan, insurance, a home equity loan, a credit line extension or margin lending products for the purchase of stocks, bonds, etc. Additionally, the offer of the financial product may include offering one or more financial product packages, wherein each of the financial product packages contain at least one of a credit card, an overdraft product,

a mortgage, a mortgage refinancing, an auto loan, a student loan, a personal loan, insurance, a home equity loan, a credit line extension or margin lending products for the purchase of stocks, bonds, etc.,. For example, if the customer qualifies for variety of offers, the customer may be presented with the following choices:

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OFFER #1	OFFER #2	OFFER #3
Credit card with 0.9% APR financing for 1 year	Credit card with 0.9% APR financing for 6 months	Credit card with 0.9% APR financing for 3 months
	\$5,000 personal loan at 7.00%	\$2,500 personal loan at 7.00%
		\$25,000 home equity loan

As shown above, if the customer qualifies, they may be offered one or more financial products and possibly even one or more financial product packages which are customized for the customer based on the data retrieved. In other words, the customized financial product packages may be grouped into conservative, normal or flexible financial product packages. The offering and grouping of such an array of financial packages is made possible by the direct linking of the organization which determines if the customer qualifies to the credit bureau data and other data in real-time, i.e., while the customer is conducting a transaction.

The financial product packages offered to the customer may be predetermined such that they are offered to the customer if their data matches the

criteria established for the offer of that package, or the financial product packages offered may be customized for each particular customer based on their data, or the financial product package offered may include both predetermined and customized packages.

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As shown in Figure 3, after the data is analyzed and it is determined if the customer qualifies for an offer, the information regarding the offer is relayed, in real-time, to the merchant web site at step 325. After receipt of the information regarding the offer, the merchant web site 215 then, in real-time before the completion of the transaction with the customer, presents the offer to the customer at step 330. The merchant web site 210, however, may be configured to be discretionary in deciding whether or not to offer the financial product to the customer. In other words, even if the customer qualifies for an offer, the merchant web site may decide not to present the customer with the offer. The merchant and the financial institution would establish business rules. Obviously, the merchant web site 210 will typically only offer the financial product to the customer if they qualify, otherwise the customer will continue conducting their transaction without ever knowing that they did not qualify for any particular offer. Also, as stated above, if the customer has accessed the financial institution 215 web site directly, the financial institution 215 will make the offer to the customer if they qualify.

Preferably, since it is determined if the customer qualifies for the offer in real-time, the customer is presented with the offer at any point before, during or after finalization of the transaction. In other words, since the qualification process occurs in parallel to the transaction, after the customer has entered their identification information into the appropriate fields of a web site order form and submitted that information to the web site, the customer may be presented with the offer before, during or after the processing of that order or before, during or after approval of the transaction. For example, if the customer decides to purchase airline tickets with a

particular credit card, during the processing of that transaction, the customer may qualify for an offer of a new credit card with a lower percentage rate, and/or frequent flier mile incentives. If the customer qualifies, they may be offered the new card before finalization of the transaction. Thereafter, because of this real-time, seamless  
5 interaction, the customer can immediately decide if they want to accept the offer at step 335 or continue the transaction with their previously entered information.

If the customer decides to accept the offer, they are provided, at Step 340 in Figure 3, with the appropriate financial product information for which to make the  
10 immediate purchase of the products or services they desire. In other words, they are given immediate use of the accepted financial product. For example, if the customer accepts the new credit card, they are provided with the account number of that card and given authorization to use the card to make transactions.

15 The authorization for immediate use can also be in the form of a pre-approval or commitment subject to secondary considerations before a final approval. For example, if the customer accepts the offer of a mortgage product, the offer may be a pre-approval for a mortgage of a certain amount with the final approval being subject to a title search and securing of title insurance. However, this pre-approval  
20 can also be a final approval if, for example, the customer already has a mortgage product with the financial institution offering the product.

Upon accepting or refusing the offer, the merchant web site 210 then forwards the response information at step 345 in Figure 3, i.e., an acceptance or  
25 refusal of the offer, to the financial institution 215. Upon receipt of the response information, the financial institution 215 compiles the information and stores it in the internal database at step 350 for use in determining such things as the attractiveness of future similar offers, the types of offers which are accepted by customers with similar profiles, future offers to this particular customer, etc.

Additionally, either before or after the customer accepts the offer of the financial product, the financial institution may request additional information from the customer so as to authenticate that customer. This authentication step may  
5 simply be asking the customer to verify their social security number or any other information. Further, it is contemplated that this authentication step can be dispensed with if the identification information received from the customer is of a high integrity, such as that entered by a customer which required the use of a particular password before entry of their identification information.

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As stated above, the acts of receiving the customer's identification information via the network, retrieving data related to the customer's identification information, determining whether the customer qualifies for an offer of a financial product or one or more financial product packages and the offering of the financial  
15 product to the customer occur in real-time while the customer is conducting a transaction in an electronic environment. This real-time process eliminates the back-end process of re-checking the customer's financial information.

Although the preferred embodiment described above details the offer of a  
20 credit card while a customer is shopping on-line, the offer of the financial product can be made while the customer is conducting a transaction via the telephone 280 with a merchant's store 285, as shown in Figure 2. In this instance, either the customer enters the identification information (credit card number, social security number, etc.) via the keys on their telephone, and/or the customer service personnel  
25 enters the customer identification information into their workstation (i.e., desktop computer or electronic cash register) which is linked to the financial institution 215 to receive the identification information and qualify the customer.

As previously discussed, at any time the customer is conducting a transaction, the data used to evaluate if the customer qualifies to receive an offer of a financial product will always be the latest available data. Additionally, one important advantage of the present invention is the ability of the organization making the offer to immediately receive a response to the offer without the need to re-check the data relied upon to make the offer after receipt of a positive response. Also, since the offer of the financial product is determined without the initiation of the customer filling out an application form, in the event the customer does not qualify for an offer, they are not aware of such denial. Further, because the initiation of the qualification process of the present invention is over a network, and the financial product offered is immediately usable, the financial institution offering the financial product has the ability to redirect a customer to utilize their financial product, as opposed to the financial product (i.e., credit card) that the customer intended to use to complete the transaction. The present invention accomplishes this by determining if a customer qualifies for an offer of a financial product in real-time (i.e., while the customer is conducting a transaction).

Although the present invention has been described in relation to particular embodiments thereof, many other variations and modifications and other uses will become apparent to those skilled in the art. It is preferred, therefore, that the present invention be limited not by the specific disclosure herein, but only the gist and scope of the disclosure.